Source: https://www.industrydocuments.ucsf.edu/docs/zhpp0003

9999 9999 9999 9999
Sample A. Samples
123 Any Street
Anytown, US 00000

Dear Sample,

As a representative of a major tobacco company, I am looking for smokers, 21 years of age or older, who would like to receive some truly terrific free offers and cigarette coupons by mail. So, if you would like to be eligible for this great new program, simply complete this postage-paid survey. These quick and simple questions will help us to better understand your smoking preferences and the kind of coupons and special offers you'd most enjoy.

I'd also like to personally assure you that your name will not be sold or rented by the company we represent. *And, we'll even take* your name off our mailing list if you like – simply mark that option on the survey. Because, above all, your satisfaction is our number one priority.

Thanks for your time and effort. I look forward to hearing from you in the very near future.

Sincerely,

James Vander Putten
Consumer Survey Associates

P.S. If it's easier for you, just call 1-800-931-9339 to respond to this survey or to have your name removed from our mailing list.

2061034431

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Mailer here to seal before mailing

TELL US ABOUT YOUR SMOKING PREFERENCES.

9999 9999 9999 9999
Sample A. Samples
123 Any Street
Anytown, US 00000

Print corrections below.

Please complete the information below so that you may continue to be eligible to receive free offers and coupons by mail. Or call **1-800-931-9339** to complete this survey by phone.

☐ Please take me off your mailing list.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required) X _____

Birth Date (required) ___/___/___ (Mo. Day Yr.)

(___) ___ Area Code / Phone Number

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?
_____ (Brand)

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)
☐ Lowest/Ultra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

8. What, if any, was your previous brand?
_____ (Brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ GPC	☐ Pyramid
☐ Basic	☐ Kent	☐ Raleigh Extra
☐ Benson & Hedges	☐ Kool	☐ Salem
☐ Best Buy	☐ Magna	☐ Sterling
☐ Best Value	☐ Marlboro	☐ Store Brand/ Generic
☐ Bristol	☐ Misty	☐ Superslims
☐ Bucks	☐ Monarch	☐ True
☐ Cambridge	☐ Montclair	☐ Vantage
☐ Camel	☐ More	☐ Victory
☐ Capri	☐ Newport	☐ Virginia Slims
☐ Carlton	☐ Now	☐ Winston
☐ Doral	☐ Parliament	
☐ Noans	☐ Other _____ (Brand)	

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)
_____ (Brand name) # of Packs_____
_____ (Brand name) # of Packs_____
_____ (Brand name) # of Packs_____

13. Where do you usually buy your cigarettes? (Check one.)
☐ Supermarket Chain ☐ Drug Store/Pharmacy
☐ Neighborhood Grocery ☐ Convenience/Gas Station ☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2 for 1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand.	☐	☐	☐
I take advantage of special offers for brands other than my regular brand.	☐	☐	☐

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name	M.I.	Last Name	Regular Brand

Birth Date ___/___/___

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? *Please print full name and phone number.*
_____ Name
(___) ___ Area Code / Phone Number

17. Which of the following best describes you? (Check one.)
☐ White ☐ Asian
☐ African American ☐ American Indian
☐ Hispanic ☐ Other _____

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